

BUSI 2513 BUYER BEHAVIOUR AND MARKETING (3 credit hours)

Elmira College

SPRING 2025

Required Text:

Michael R. Solomon(2017), *Consumer Behavior: Buying, Having, and Being*(12th ed), Pearson Education.

Supplemental readings will be included to illustrate or expand on textbook readings.

Pre-requisites: MARK 1300 Introduction to Marketing

Course Description

This course delves into the multidisciplinary study of consumer behavior, exploring the psychological, economic factors, anthropology, social and behavioral sciences influencing consumer choices. Through theoretical frameworks and practical applications, students will gain insights into understanding, predicting, and influencing consumer decisions in various market contexts.

Course Objectives and Goals

- Analyze the psychological and sociological factors shaping consumer behavior.
- Apply behavioral economics principles to consumer decision-making.
- Develop strategies for market segmentation and targeting based on consumer behavior.
- Cultivate critical thinking and problem solving strategies.

Evaluation of Performance

Your grade will be based upon your performance on exams, assignments, and participation.

3 Assignments	15%
2 Quizzes	20%
Midterm Exam	25%
Final Project	15%
Final Exam	25%
Total	100%

Grades will be assigned as follows:

A 93% and above	B- 80 - 82%	D+ 67 - 69%
A- 90 - 92%	C+ 77 - 79%	D 63 - 66%
B+ 87 - 89%	C 73 - 76%	D- 60 - 62%

B 83 - 86% C- 70 - 72% F 59% or below

Withdrawal Policy: Please see Elmira College Bulletin for information on this policy.

Academic Honesty: Please read the section on Academic Honesty in the [Code of Conduct](#). Briefly, academic dishonesty includes: cheating, fabrication, facilitating academic dishonesty, and plagiarism. Ask if you have any questions on whether something constitutes as academic dishonesty. All work must be original and new. Past assignments from current or other courses will not be accepted. Academic dishonesty will not be tolerated. It will result in zero on the assignment, and a report will be filed with the school. Continued practice will result in failure of the class. Institutional penalties may also apply with repeated acts of academic dishonesty.

Student Responsibility:

- It is your responsibility to keep track of assignments and due dates.
- You should ask questions concerning assignments and lectures, if you need any clarifications.
- If you are struggling in class, have concerns, and/or unsure about expectations, please stop by during office hours or make an appointment for another time.

Tentative Schedule of Topics

<u>Topic</u>	<u>Materials</u>	<u>Tasks & Evaluations</u>
Introduction to Consumer Behavior	Chapter 1	
Psychological Factors	Chapter 2	Assignment 1
Sociocultural Influences	Chapter 3	
Behavioral Economics and Decision Making	Chapter 4	
Group Dynamics and Reference Groups	Chapter 5	Quiz 1
Consumer Demand and Motivation	Chapter 6	
Personality and Consumer Preferences	Chapter 7	Assignment 2
Perception and Attention in Marketing	Chapter 8	
Consumer Decision-Making Process	Chapter 9	
Purchase Decision	Chapter 10	Midterm Exam
Post-purchase Behavior	Chapter 11	
Consumer Attitudes	Chapter 12	
Consumer Lifestyle	Chapter 13	Quiz 2
The Role of Technology in Modern Consumer Behavior	Chapter 14	
Online Shopping and Digital Consumer Behavior	Chapter 15	Assignment 3
Consumer Satisfaction and Relationship Management	Chapter 16	
Consumer Rights and Responsibilities	Chapter 17	
Ethics in Consumer Marketing	Chapter 18	
Market Segmentation and Targeting	Chapter 19	Final Report
Demographic, psychographic, and behavioral segmentation	Chapter 20	Final Exam